

**Maryland Marketing Partnership Board of Directors**  
**Meeting Minutes**  
**July 26, 2016**

**Board members in attendance:**

Henry Falwell  
Secretary Mike Gill, Chairman  
Josh Martin  
Paul Nolan  
Leonard Raley  
David Rodich  
Tom Sadowski  
Marcus Stephens  
Angela Sweeney\*  
Aaron Tomarchio  
The Honorable Kris Valderrama  
Laura Van Eperen\*

**Board members absent:**

Julie Garner  
Keasha Haythe  
The Honorable Cheryl Kagan  
Ammanuel Moore  
Capt. Eric Nielsen

**Staff members in attendance:**

Allison Mayer  
Liz Fitzsimmons  
Bill Chen  
Sherri Diehl  
Lutisha Williams  
Carolyn O'Keefe

**MEETING COMMENCEMENT**

The meeting began at 2:15 p.m. in the Conference Room of TEDCO, 7021 Columbia Gateway Drive – Columbia, MD 21406.

**I. Call to Order**

Chairman Gill greeted those in attendance. TEDCO President & Chief Operating Officer John Wasilisin welcomed Board members and discussed the mission of TEDCO and its partnership with the Department of Commerce on economic development efforts geared toward the innovation and entrepreneurship sector.

## **II. Approval of Minutes – April 27, 2016 Meeting**

Ms. Mayer indicated that minutes of the April 27<sup>th</sup> meeting were distributed to members in advance and provided in their packets. Mr. Nolan moved to approve the minutes and Mr. Sadowski seconded the motion.

## **III. Revised MOU/Interagency Agreement**

The Board had a discussion with legal counsel on the revised Interagency Agreement (previously referred to as a Memorandum of Understanding). Mr. Rodich moved to approve the Interagency Agreement and Mr. Nolan seconded. The motion passed unanimously.

## **IV. Committee Reports**

Request for Proposals (RFP) Committee: Ms. Sweeney provided an update of the RFP process. The committee sought creative agencies around the State to bid on the branding and business campaign work. Out of 27 firms invited to participate, eight firms submitted written proposals and five were invited to present in person to the core team on August 24, 2016.

Agencies who were invited to present were:

- a. Planit
- b. Siquis, LTD
- c. TBC
- d. HZDG
- e. GKV

Event Committee: Mr. Sadowski updated the Board on the work of the Event Committee regarding planning the Governor's Business Summit. The event would target an attendance of 500 business leaders for a day-long session in the greater Baltimore region.

He suggested waiting until the Spring of 2017 for the Summit in order to have additional lead time for planning and to get on the calendars of the high-level speakers the committee would invite to present. Chairman Gill agreed with timeframe for the Summit. Ms. Mayer reinforced that fall dates are conflicting and asked for concurrence among the Board to focus on the Spring.

Mr. Stephens suggested to tie the event to the Preakness. Chairman Gill supports that idea to do it the 2<sup>nd</sup> week in May. The Board agreed with proceeding with this strategy.

## **V. Financial Update and Upcoming Promotional Opportunities**

Mr. Raley summarized that the Partnership is starting out with a total of \$1.4 million in funding, with \$1 million appropriated for fiscal year 2017 in the Governor's budget, which was approved by the General Assembly in the recent session, and that Commerce is providing a grant in the amount of \$400,000 to support marketing and promotional efforts.

## **VI. Sponsorship Discussion**

Ms. Mayer directed the Board's attention to the activity calendar where she focused on the 2017 Constellation Senior Players tournament, to be hosted at Caves Valley in Baltimore County. Chairman Gill reinforced the significance of this event in terms of bringing attention to Maryland. Ms. Mayer mentioned that the Maryland Marketing Partnership would have a presence at the event.

Ms. Mayer then introduced Ms. O'Keefe as the Partnership's contractor for fundraising opportunities. Ms. O'Keefe outlined the proposed sponsorship levels and benefits to "Maryland Business Champions" and asked Board members to submit five potential prospect names for this initiative.

Mr. Raley expressed a desire to see longer term commitment from partners by offering multiple-year agreements. There was additional discussion around goals and benefits to donors.

## **VII. Housekeeping: Financial Disclosures Due**

Ms. Mayer reminded Board members that financial disclosures were due on July 28, 2016. Next in-person meeting will be in October (TBD), with the possibility of a conference call meeting to approve the selection of the creative agency prior to that timeframe.

## **VIII. Good of the Order**

None.

## **IX. Adjournment**

The business meeting adjourned at 3:43 p.m.